

Dog Eat Dog in Football

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Abstract

Premiership football clubs are serious businesses. Freddy Shepherd the chairman of Newcastle United has suggested that the appropriate business strategy for a Premiership club is “dog eat dog”. This article examines this proposition by considering other strategic options including the self-manufacture of key resources, vertical or horizontal integration, nurturing the supply train and regulatory capture. Various regulatory constraints are identified, mostly imposed voluntarily, mainly by UEFA. It is questioned whether it is in the clubs’ interests to accept all these unquestioningly.

Copies of the full article can be obtained from the Business Economist - email: journal@sbe.co.uk